

# EDUCATION AND PUBLICITY

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**New York Studies Its Health Education Material**—The readers of this department will be interested in knowing that a study of the variety and extent of the use of various materials and methods in health education by a selected group of agencies is under way in New York City. Later we hope to be free to announce the publication of a report on this study which is being made by Janet Jarrett representing the Research Bureau of the Welfare Council of which Neva R. Deardorff is director.

**Give Them a Chance**—Give the actual publicity workers in your organization a chance to get ideas and inspiration from attendance at the Annual Meeting in Chicago next October. No one is so skillful and resourceful in the spreading of health information that he will not gain greatly from attendance at the Chicago meeting. Nothing can take the place of personal contacts and conferences with workers in the same field. Better to cut down the expenditure for printed matter or other publicity and education budget items than to have your actual publicity worker stay at home.

**"No—But—"**—Here is what Prof. Harry A. Overstreet said at a recent luncheon of the New York Committee on Publicity Methods about a cancer folder: "'Have You a Cancer?' it asks in large black type all over the first page. I don't like the idea—'No!' I retort mentally, and toss the folder into the waste basket. But my wife picks it up and looks inside. 'But this is interesting!'

she commented, 'I didn't know cancer had symptoms, and—see, there is a cancer age!' Now the outside of that folder was not interesting. It got the 'No!' response, which is fatal to appeal literature. But the inside was positively exciting. If the writer had raised a different kind of question on his front page, if he had asked, 'Do You Know the Symptoms of Cancer?' he would have drawn from me the 'No—but . . . ' response which would have carried me over into the substance of the appeal. Don't forget that the 'No' response is fatal to interest, the 'No—but . . . ' response is stimulating to interest. But no interest will survive a long and labored introduction. Get on with it—don't spend so much time getting ready."—*Better Times*, 151 Fifth Ave., New York N. Y. Jan. 2, 1928.

**Interest! Instruction!! Action!!!**  
—The three-fold job of the health educator or propagandist:

(a) The interest of those to be instructed must be borne in mind; their attention must be arrested, desire must be created, and self-regard must be stimulated. A commercial advertiser studies the psychology of the crowd and seeks to touch the elemental instincts of the individual. His aim is to amuse, or to give pleasure, or to instill fear into the mind of his client. He visualizes for him something which he has not hitherto seen, or calls out into exercise such imaginative faculty as he possesses. We can all think of advertisements which stick in the memory because the advertiser, understanding our psychology, has impressed upon us something which we cannot forget, even if we would.

(b) Having thus aroused interest, the propagandist must fix or anchor it by instruction, by providing a body of knowledge, concrete, correct and timely, attractively presented in very varied form, appealing to both eye and ear.

\* Please address questions, samples of printed matter, criticism of anything which appears herein, etc., to Evart G. Routzahn, 130 East 22d St., New York, N. Y.

(c) Finally, also like the good advertiser, he must get action. The advertiser wants people to buy his wares: the propagandist wants to obtain from his clients assent to his advice, a practice and a mode of life.—

*Public Education in Health.* "A Memorandum addressed to the Minister of Health." 1926. British Library of Information, 44 Whitehall St., New York,

#### EDUCATIONAL MATERIAL

The revised series of pamphlets and other publications of the American Heart Association, in course of preparation, have been classified as follows: (a) those for the workers, including physicians, nurses, secretaries and others; (b) those for the patients and their families; and (c) those for the general public.

Health—Diseases, Drugs and Sanitation. List of publications relating to these subjects. Revised. Superintendent of Documents, Washington. Price List 51. *Free.* New editions mailed as issued—if requested.

Safeguarding Your Health from Tuberculosis. Department of Health, New Haven, Conn. Well done 24-page pamphlet explaining to citizens "How New Haven Cares for Tuberculosis" through public and private agencies. A form of reporting the work being done.

The 50 million dollar welfare bond issue to be voted on in Pennsylvania in November is responsible for four 6-page folders issued by the Pennsylvania Mental Hygiene Committee of the Public Charities Association, 311 South Juniper St., Philadelphia, Pa. The copy is good, and the form is a good example of the better grade of quite inexpensive folder for widespread use. Of course the type should be larger, but the leading makes it quite readable. Each of the series is on a different color of paper. The titles are: Salvaging the Feeble-minded, Handicaps of Epilepsy, Why So Many Go Insane, Do You Know? Samples *free.*

A handy manual of 16 pages, Health

for the Family, tells the residents of Bellevue-Yorkville district, New York City, of the clinics and services available. Page by page a type of clinic or service is described, with days and hours. Very well done—except that the map might better have been an inch wider to gain in clearness and usability. Address Bellevue-Yorkville Health Demonstration, 325 East 38th St., New York, N. Y. *Free.*

An educational campaign against rickets conducted by Mulberry Health Center, 256 Mott Street, New York, N. Y., produced a series of exceptionally good 1-page leaflets, an 8-page pamphlet, and four posters (one of which is not so good). A sample set for \$1.50; set of leaflets, 10 cents; posters, 40 cents each. Special rates for quantities. Ask for Plans for a Campaign Against Rickets. See reproductions in *Trained Nurse*. January, 1928. A brief account of the campaign in *Public Health Nurse*, March, 1928.

#### Groceries as Nutrition Educators

—Going out after the coöperation of a particular group is well illustrated in the grocery store window project of the Syracuse Department of Health and Syracuse Health Demonstration. In an elaboration of the following paragraph at a meeting of the Committee on Publicity Methods at Memphis, Miss Bache brought out how by enlisting a few stores an object lesson was provided to use in getting more of them to coöperate. At one stage of the effort in Syracuse the canvass of stores was developed by districts where the cumulative effect was good both upon the storekeepers and the public.

Syracuse has been using for the past year its grocery store windows to give out nutrition lessons. Each week ten grocery stores had a new display in which health and nutrition played the leading rôle. To make the exhibits attractive, painted beaver board figures were used illustrating the subject under discussion. At the same time the exhibit was displayed in

the window, the grocers gave out printed sheets bearing the nutrition lesson outlined by the Department of Health. Some of the subjects chosen for window displays and nutrition lessons were The Child's School Lunch, Food for the Working Man, What Should Go in the Housekeeper's Market Basket? Dairy Products which make for Health, and Vegetables on the Family Dining Table. The large grocers who did some advertising saw the advantage of the exhibits at once, but the small corner grocery storekeepers had to be won. It was with them that perhaps our greatest victory lay, for many of them became sold to educational advertising and much helpful information was gotten over not only to the consumer, but the merchant.—

Louise Franklin Bache.

#### SCHOOLS AND CHILDREN

How it came about that in Athens, Ga., the children "who needed to have teeth filled, pulled or cleaned, actually had them filled or pulled or cleaned," is told in A Plan with Teeth in It, by Slaughter and Smith. *Hygeia*. Dec., 1927. A reprint free from Child Health Demonstration Committee, 370 Seventh Ave., New York, N. Y.

Health in Drama, Verse and Song. Tuberculosis Society of Detroit, 51 Warren Avenue West, Detroit, Mich. For teachers. Out of print but will be reprinted if enough orders are received at 25 cents a copy.

Jack O'Health and Peg O'Joy by Herben (primary grades), and Most Wonderful House in the World by Haviland (middle grades) are recommended in Books for the Rural Schools in the Southern mountains, by *Mountain Life and Work*, Berea, Ky.

The Jolly Jester, by Harvey W. Wiley. *Good Housekeeping*. Jan., 1928. "Here is a clown spreading the gospel of good health most convincingly."

May Day suggestions for the whole community are given in A Festival Book of May Day—Child Health Day. 1928. 80 pages. Illustrated. American Child Health Association, 370 Seventh Ave., New York, N. Y. 10 cents. The May Day plans may be adapted to "Play

Day" at a later date in communities where May Day was not observed.

Long Life to Your Children's Teeth (18 pages); The School Lunch (32 pages). Educational Department, Postum Company, Battle Creek, Mich. Free.

#### TITLES

False Dentists and False Teeth—*Hygeia*.

The Old "Spring Tonic" That Stood on the Shelf—Oregon State Board of Health.

Don't Buy Spectacles and Tinware Together—*Northwestern Health Journal*. April, 1928.

Slenderizing—New York State Department of Health. News release and radio talk.

The Sneeze Versus the Job.—Woman's Bureau, Washington. Press release 621. Paragraph on "common colds."

The lost 16,000—*Child Health Bulletin*. March, 1928. "The loss each year of about 16,000 mothers in childbirth."

Thousands of Hunters Trail Deadly Tuberculosis Germ—*Northwestern Health Journal*. April, 1928.

Are You Digging Your Grave with Your Fork?—Title of a pellagra folder by Health Conservation Department, Pilot Life Insurance Company, Greensboro, N. C.

This Is No April Fool!—A folder on smallpox distributed by the local gas and electric company. Prepared by Racine Board of Health.

The Road to Happy Motherhood—Milwaukee Health Department. 40 pages. Excellent "mother book." Not simple enough for some groups.

Slender Youth—a Pilot Life Insurance Company (Greensboro, N. C.) folder. Some of the sub-titles: Youthful Lightweights Are Bad Risks, Fashion-Plate Girls May Be Walking Sanitarium Ads, A Big Breakfast Starts the Day Right.